

The ABC and XYZ of ADVERTISING

A SERIES OF TEN TALKS ON ADVERTISING
written by Seymour Eaton of Philadelphia

No. 3

The owner of a retail hat store writes me to ask how to advertise hats.

I don't know. I haven't thought much about hats. Ten to one I should do something revolutionary; perhaps advertise to buy the customer's old hat. As a rule he is glad to get rid of it. Of course that would cut the profit in two, but then the sales would multiply by ten, or perhaps by fifty, and the store would get talked about.

Perhaps I wouldn't do that at all. I make the suggestion simply to let this hat dealer know that if I owned his store I should get up and shake myself; make some sort of a noise; not stand around behind the counter leaning on everything, waiting for a customer who is six blocks away on the other side of the street going north to change his mind, come back, cross over, and by mere chance in his hurry notice that I have hats in my window.

Tell a hundred thousand men who wear hats and who buy two hundred thousand hats a year that you have the goods; the kind they are looking for. If that doesn't wake them up then give away a hat-band and a necktie and a pair of gloves; cram the hats full of ham sandwiches; do something. Your business is to sell hats, not store them.

I have no patience with the retail dealer who depends on the sidewalk and the weather for his trade.

But it isn't necessary to be sensational; simply make readable news of your advertising. It is the business of the newspapers to distribute news and if I want a moderate priced stylish hat your advertising is ten times more interesting to me than the Associated Press dispatch that some galoot in Oklahoma or Texas hanged himself.

Good advertising is news. Print this on the ceiling over your bed so that you will read it first thing every morning when you wake up.

Keep your eye on fashion.

Fashion is today the biggest influence in the world; not necessarily the best influence; but the biggest. We don't control fashion; fashion controls us. It always comes down the pike with a whirl. When the storm breaks haul in your advertising canvas and stop buying. Fashion hurricanes are short-lived.

Seymour Eaton

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The Proposed Amendments.

The "Proposed Amendment to the Constitution Relating to Judicial Powers" should receive the vote of every voter at the coming primaries, without regard to party. The amendment was submitted by the last Legislature by the votes of members of all political parties, and is now being supported by the leaders of all parties—men who have investigated the question and know the necessity for its adoption. The proposed amendment was endorsed by the Republican and Peoples Independent parties in their state conventions last spring and has just been endorsed by the executive committee of the Democratic State Committee, after a careful consideration and full discussion of the question with many influential men in that party.

That the measure is non-partisan and should receive the support of every voter in the state is further established by the following statement signed by the Chairmen of the State Committees of the three great political parties of the state, viz:—

"In our judgment the proposed constitutional amendment increasing the number of judges of the Supreme Court, which is to be voted on at the coming primaries, is a step in the right direction. This amendment, if adopted, will enable the Court to hear and decide all cases without the assistance of Commissioners. The substitution of four judges for six commissioners will not only give the state a better working court, but will be a great saving of expense to litigants in that court, and hence, a great benefit to the people of the state. We hope that every voter of our respective parties will vote for it at the coming primaries.

WM. HAYWARD, Republican Com.
T. S. ALLEN, Democratic Com.
G. E. MANUEL, Independent Com.

Low.

A pair Gold Spectacles between J. E. Kaufman's residence and Orpheus Hall, Finder please return to Mrs. Mary Bremer and receive reward.

Mrs. MARY BREMER.

On the Base Ball Diamond.

Columbus defeated Fremont by a score of 3 to 2, and Hartman's safe hit at the right time did the business. Fremont has a fast team, but the home boys play ball, too.

Sunday, Monday and Monday night the home team will play the Maryville, Ometas, a semi-professional team that is touring the country. The visitors are ball players and have won a large percentage of the games played, but the home team will do their best to win from them.

It took ten innings to decide the game between Hose Companies No. 1 and 2 last Sunday, but No. 3 succeeded in landing it, the score being 9 to 8.

Next Sunday the Hookies play No. 2, and as the teams are all even it will be a contest to decide whether the No. 2's, who have been the losing team, take the lead, or the Hookies regain the place they held after the opening of the season.

Following is the standing of the clubs in the Firemen's league:

TEAMS	WINS	LOSSES	PERCENTAGE
Hose Company No. 1.....	6	2	.750
Hookies.....	5	3	.625
Hose Company No. 2.....	4	4	.500

Baptist Church

Sunday school 10 a. m., preaching 11 a. m., B. Y. P. U. 7:30 p. m., prayer meeting Thursday 8 p. m. Subject Sunday morning, "Applied Christianity." Subject Sunday evening, "Ye Must Be Born Again."

REV. R. W. REINHART, Pastor.

Notice.

Wm. Schils wishes to announce to the public that he has moved his shoe store to the Schroeder building on Twelfth street, which he will occupy until his new building, on the old location, is completed.

Low Rates to State Fair.

On account of the Nebraska State Fair the Union Pacific will sell tickets at one fare for the round trip.

E. G. BROWN, Agent.

Route No. 4.

Mrs. Wm. Arudt and children visited friends in Norfolk from Friday until Monday.

E. A. Lookwood and Roy Bray shipped their threshing outfit to Hay Springs this week.

Obas Reid of Syracuse, Neb., was renewing acquaintances on route 4 from Thursday until Sunday.

Miss Mary Lambertus of Monroe was the guest of her grandparents, Mr. and Mrs. J. W. Sisale, this week.

Miss Hazel Napier returned Monday from a three weeks' visit with friends at David City. Miss Gladys Napier, her cousin, returned with her.

Lyman Bray of Syracuse, Neb., arrived Tuesday morning with a car of farm machinery and horses, and will begin seeding on the Pat Murray place, which he has rented for the coming year.

W. H. Penn of Columbia county, North Carolina, brother of Mrs. L. S. Eby, visited with her from Friday until Monday. He is an old time Nebraska man and moved to his present home with a party of northern men who went there to engage in raising strawberries.

A. Herman of the Bellwood neighborhood, moved on the Sheldon place, five miles northwest of Columbus, and will live in the house now occupied by Mr. Abegglen. Mr. Abegglen will go to Germany for a visit and on his return move to Portland, Ore., where his brothers are located.

Route No. 3.

J. F. Godeken made a business trip to Orston the latter part of last week.

Miss Clara Byrel is visiting at the home of Frank Bonk, for several days.

Peter Schmitt, our industrious miller, shipped a car load of flour to Omaha last week.

Miss Louise Brunken was the guest of her cousin, Miss Laura Brunken, in Columbus Thursday.

Mr. and Mrs. Fred Bohlen, sr., and son William returned Tuesday from their visit at Benton Harbor, Mich.

The young folks on the route enjoyed themselves eating ice cream at the home of Ed Aache last Sunday evening.

Mr. Ranz, who has been visiting at the home of her sister, Mrs. Fred Seefeld, returned to her home in Fremont last Friday.

The young folks of the northwest part of the route spent a very enjoyable time at the home of Mason Albers last Sunday evening.

The rain of Monday was exceptionally heavy north of Shell Creek, which makes it bad for grain in the shock, of which there is considerable.

Mr. and Mrs. John Boe and son of Shickley, Neb., arrived last Thursday for a two weeks' visit with relatives and friends on the route. Mr. Boe has been located at Shickley for the last ten years, and for the last four years has served the village in the capacity of marshal.

Route No. 1.

Rev. Granenhorst, accompanied by his wife and children, went to Madison last Friday, returning Tuesday.

Farmers have finished their shock threshing, and stack threshing will begin as soon as the grain goes through the sweat.

Miss Kate Reed went to Olathe Monday for a week's visit with her aunt, Mrs. George Engle. She was accompanied by Bob and Francis Byrnes.

The Ladies' aid society of the German Reformed church on Shell Creek will give an ice cream social at the home of Adolph Richter on Friday, September 5, afternoon and evening, and an invitation is extended to everyone to attend.

Walker.

John Swanson made a business trip to Columbus Tuesday of last week.

The primary election will be held Tuesday of next week and every voter should come out and do his duty.

Threshing in this neighborhood has been delayed on account of rainy weather and the grain shocks are beginning to turn black.

Martin A. Nelson, of the firm of Swanson & Nelson, declares in live stock, came up from Genoa Thursday to look after the interests of his firm in Walker township.

The children of the Swedish school held their annual picnic in Salem park, near Salem church, Saturday. A large number of people both young and old, were in attendance, and all enjoyed themselves.

Advertised Letters.

Following is a list of unclaimed mail matter remaining in the post office at Columbus, Nebraska, for the period ending August 26, 1908:

Letters—O. M. Bam, Mrs. Fred Brandlette, O. O. Conroyer, O. A. Davis, Dunbar Bell Binger, Mrs. Ethel F. Jennings, R. O. Jackson, Miss Grace L. Morphey, Miss Della Rohweder, Mrs. Geo. Simpson. Cards—Wm. Bam, Mrs. Lilla Berry, Walt Davis, Willie Higgins, James Kennedy, Charley Sypolta, O. Smith, Robt. Steppert, Lyman Tracowell, Rev. O. A. Williams, Miss Francis Walker. Parties calling for any of the above will please say advertised.

Route No. 5.

Fred Kuetzli is painting his house.

A picnic party from the table land, near Shelby, enjoyed a good time on Clear creek last Friday.

Some of the farmers have finished their fall plowing. Hay making has been delayed on account of rain.

Mr. and Mrs. Albert Kummer left last Saturday for a three weeks' trip in the west, including the Yellowstone Park and Dolores, Colorado.

Card of Thanks.

We wish to thank my many friends for their acts of kindness and sympathy during the last sickness and death of our beloved wife and mother.

J. E. KAUFMAN AND FAMILY.

USE ALCOHOL WITH POLISH.

Housewife Discovers That it Aids in Cleaning Silver.

"It may not be manners to discuss your hostess," said one of the guests after an elaborate luncheon, "but did you ever see such silver? Mine was actually greasy! Such carelessness is disgraceful."

"Silver is hard to keep bright," murmured the woman who hated unkind criticism.

"Nonsense, it isn't, and if it were, that is no excuse. Think how Carolyn's silver shone at her dinner, and she only keeps one maid. I asked her how she did it, and she said it was by mixing her silver polish with alcohol instead of water. You rub it up in the usual way, but the mixture gives a much more brilliant look."

"When she takes it out of the bags, even after weeks stored away, all she need do is to give most of the pieces a rub or two with a piece of roughed chamois."

"She rinses the parts of the flat silver that go in the mouth with boiling water after using the chamois, as sometimes it gives a queer taste."

"That silver last night could never be cleaned once a week, even much less given a special holiday shine. If the butler was too lazy to see that the silver was polished, at least he should have given it a boil in hot washing soda and water to cut the grease and make it look clean."

APRICOT SOUFFLE IS GOOD.

Easily Put Together After the Puree Has Been Prepared.

Half a pint of apricot puree, half a cupful of cream, three whites of eggs, 1 1/2 tablespoonfuls syrup from the apricots, two heaping tablespoonfuls of sugar, a squeeze of lemon juice, three drops of red coloring. Prepare the puree by rubbing either canned or bottled apricots through a fine sieve. Use a little of the syrup along with the apricots and do not make the puree too thick. Dissolve the gelatine in two tablespoonfuls of the syrup and strain it into the puree. Add the sugar, lemon juice and coloring. Beat the white of the eggs to a stiff froth and whip the cream. Stir these lightly into the apricot mixture, and when beginning to set, pour all into a wetter mold and keep in a cool place until firm. When wanted, turn out on a glass or china dish. This pudding may be made more ornamental by decorating the top of the mold with a little sweet jelly and a few pieces of apricot before pouring in the mixture. Or the apricot mixture may be set in a ring mold and whipped cream piled in the center when it is turned out.



Newspapers may be used to pad the ironing board just as well as an old blanket or muslin.

Soap well applied to drawer slides will keep the drawers in furniture and closets from sticking.

If you will varnish your linoleum about every three months it will last much longer than without the coats of varnish.

When washing floors or cleaning windows always put a few drops of paraffine in the water and this will keep away flies, moths and other insects.

The skin from a boiled ham will be more easily removed if as soon as being taken from the boiling liquor the ham be plunged into cold water for a moment.

To mend hemstitching cover the space of the worn hemstitching with insertion and stitch both edges on to tray cloth and it will then be as good as new and even prettier.

Hair brushes should be washed, if possible, every day. The best plan is to keep two in use at the same time. Unless a clean brush is used the hair loses the bright, glossy look that it should have.

Cheese may be kept from going moldy by wrapping it in a cloth dipped in vinegar and wrung nearly dry. Cover the cloth with a wrapper of paper and keep in a cool place.

A Cooling Drink.

Among the most refreshing of summer drinks is pineapple lemonade. To the juice of four lemons allow a large pineapple, finely grated, a pound of sugar and a pint of water.

Boil the sugar and water together to a thin syrup, skimming well. Mix the pulp of the pineapple and the lemon juice in a bowl, add the syrup and set on the ice to cool and ripen for several hours.

When ready to serve, pour into the mixture a quart of ice water and pour into tall, thin glasses.

If preferred, a charge water can be used instead of the plain water.

Veal Cups with Macaroni.

If veal or mutton is left over in scant quantities for a meal, boil sufficient macaroni to double the amount and put through the food chopper, using coarse cutter. Season lightly with salt, pepper, onion juice and chopped parsley, and to each pint add a well beaten egg and two tablespoonfuls of good gravy. Pack into buttered cups, steam for half an hour, and serve with tomato or brown sauce.

Currant Dessert.

One box of red currants, one box of red raspberries, and two quarts of water, boiled to a pulp, strain, add one small cupful of the sugar, previously soaked in cold water for 15 minutes, boil until clear, sweeten to taste, eat cold with milk or cream.

Muskmelon Frappe.

Remove enough of the tops of small muskmelon so as to be able to take out the seeds and membrane, then scoop out as much of the soft pulp as can be removed. Cut the pulp into small pieces. Drain the juice from seeds and membrane and add it to one quart of whipped cream, sweetened. Put into freezer and turn until stiff. When ready to serve take the chilled shells, place the frappe cream in alternate layers with the melon pulp, having the frappe as last layer. Serve on small plates with ice.

SPECIAL TRAINS

TO

GRAND ISLAND

AUGUST 29, 1908.

account exhibition Buffalo Bill's Wild West Show in that city on above date, the Union Pacific will run special trains for the accommodation of passengers for Grand Island.

Leave Columbus at 8 a. m., and arrive in Grand Island at 10:45 a. m. Returning, Special Train will leave Grand Island at 11:30 p. m.

For further information inquire of

E. G. BROWN, Agent

UNION PACIFIC.

Columbus, Neb.

TABLE DELICACIES

FAMOUS RECIPES OF EMMA PADDOCK TELFORD.

Many Especially Adapted for the Hot Weather—Swatza a Palatable Breakfast Dish—Figs and Rhubarb Combined.

Black Currant Fool.—Pick off the stems, wash clean, drain well and put into a saucepan with sugar to sweeten. Stir over the fire until soft, press through a fine hair sieve, return to pan and simmer gently until the consistency of thick cream. Chill, put in the icebox and leave until ready to serve. Turn into a glass dish and serve with whipped cream.

Black Currant Ice Cream.—Stew one cupful of black currants five minutes, then press through a fine sieve. Add a cupful of rich syrup and a cupful thick cream, beat well, then freeze. When stiff pack in an ornamental mold, cover close and pack in ice and salt. When ready to serve turn out on a low glass dish, garnish with crystallized cherries and leaves of angelica.

Splendid Currants.—This is a delicious accompaniment to roast beef in winter and should be made now. To every seven pounds currants allow three and a half pounds sugar, a pint of vinegar and a cup currant juice. Cook about half an hour or longer until the mixture thickens, add three tablespoonfuls cinnamon and a tablespoonful and a half powdered cloves, cook a few moments longer, then pour into a stone pot or glass cans as preferred.

Currant Catsup.—This, too, is an excellent relish for future use. To four pounds ripe currants allow a pound and a half sugar, a tablespoonful ground cinnamon, a teaspoonful each ground cloves, salt and pepper and a pint of vinegar. Stew until quite thick, strain and bottle.

Cherry Brown Betty.—Put a layer of pitted sweetened cherries in the bottom of a baking dish, cover with fine bread crumbs dotted with bits of butter and so continue until the dish is full. Have the top layer of the buttered crumbs. Cover and bake an hour, uncover and brown. Serve with hard sauce flavored with nutmeg.

Swatza.—This makes a good summer breakfast dish, quickly prepared and nourishing. To serve three persons, beat three eggs in a soup plate until well blended. From a large loaf cut five slices bread and cut these in halves. Put a tablespoonful butter in the frying pan, and as soon as hot put in as many slices of the bread which have been dipped in the beaten egg as it will hold. As soon as golden brown on one side turn and crisp the other. It will take but a moment. As fast as finished pile on a platter and keep hot until all the slices are done and ready to serve. Serve with maple or fruit syrup.

Figs and Rhubarb.—Wash two bunches rhubarb and cut into inch pieces without peeling. Put into the double boiler with a cupful sugar and four or five figs cut in inch pieces. Put on the cover and cook over hot water until the rhubarb is tender and the syrup rich and jelly like in consistency. Raisins are nice cooked in the same way with rhubarb. If preferred and you are to have a hot oven anyway put the rhubarb and figs or raisins in a stone pot, cover closely and bake in the oven until jellied.—Emma Paddock Telford.

Almost Too Much.

After James A. Rector had run the 100-yard dash in 9 3/4 seconds at Charlottesville, Va., in the Southern Intercollegiate races, thereby going the distance one-fifth of a second faster than any other human being has ever been credited with running it, he received hundreds of congratulatory telegrams from loyal University of Virginia alumni from all parts of the country. Among them was one from his father, who now lives at Hot Springs, Ark., but who was born in Virginia. The paternal telegram read as follows: "May your head keep pace with your heels in the race of life." Rector read and reread the telegram, and then handed it to "Pop" Lannigan, his trainer. The latter perused it with great care. "Well," he exclaimed, "you could give Solomon a handicap and beat him in a walk if it did."

Fresh Rolls Daily.

When molding out the loaves set aside any desired quantity of the dough into the ice box. If kept perfectly cold this will remain sweet an indefinite time and can be shaped into rolls, used as basis for a raisin bread, coffee cake, or in any way desired. Allow about 1 1/2 hours in a warm place for raising the dough. If rolls are desired for breakfast mold them the last thing before retiring and set them where they will not be too warm. They will be ready for the oven in the morning. In this way fresh bread stuff in a variety of kinds may be had all through the week.

For raisin bread add to two cups of the dough two-thirds of a cup of sugar and a cup of seeded raisins. Mix thoroughly and let raise three hours.

CONTRADICTIONS SEEN IN MAN.

Shady Walks of Life Often Parallel Paths of Higher Aims.

My old friend J. W. Edmonds says: "Does it seem strange to you that the shady walks of life should so often run parallel with the path of higher aims, such as art, literature and the like? Here we have 'Paddy the Pig' with a posthumous gilding of a reputed love of flowers and poetry! As to this dual instinct, we have as an authority of appeal Bret Harte, who recognized the existence of such a peculiar human trait in his portrayal of the characters of Jack Hamlin and John Oakhurst. Then we have the Hon. Dick Canfield as a living example. What's the secret of nature in this respect? My own theory is that men of normal mold, whose occupations force them steadily into one groove, must seek their diversions in a diametrically opposite channel."

Edmonds touches a soft spot. The "Wicked Gibbs" was a lover of art, and much appreciated by J. Pierpont Morgan. Edmund Clarence Steadman was a poet and a banker. He was an imitator of Samuel Rogers, the original mixer of finance and poetry. Rogers was a millionaire banker—a very Croesus. He could draw unlimited checks alike on the Bank of England and on the treasury of the Muses. At the same time, Rogers was the ugliest man in England. His home was such a palace of arts as Morgan would envy, and try to improve on, and the only ungalvanic thing in it was Rogers himself. Morgan never laid claim to beauty. He is richer than Rogers was, and his art collection will be the grandest on earth if he lives ten years longer.

Rogers' most prized possessions were two small pieces of paper in gold frames. One of them was a Bank of England note for £1,000,000 (\$5,000,000), and the other the original receipt of John Milton for £5 (\$25), the sum he received for the copyright of "Paradise Lost" from Simmonds, the bookseller. The bank note was one of the only four which were ever struck from a plate that was after ward destroyed. The Rothschilds had one impression. Mr. Cotts had another. The Bank of England still has the third. Rogers, as I have said, had the fourth. It hung in his parlor with in anyone's reach, but valueless to all except its owner. No one ever thought of stealing it, because it would have been only so much waste paper, but Rogers' touch could have converted it into a shower of gold.—Victor Smith, in New York Press.

Neglect of Wounded.

The German army is looked upon as the model army and the greatest military machine in the world, but in many points the Germans are far behind other powers, especially in this fact noticeable in their treatment, or I should say neglect, of their own killed and wounded in the field. On many occasions the neglected have been left for days unburied, and in many instances the bodies have not been buried at all, but left to bleach in the sun and become food for vultures. In the operations in the Karras mountains against Jacob Morenga, the Hottentot outposts fired on the advancing Germans, killing one man and wounding an officer and two men. The column continued to advance, the wounded being left behind with only two men to protect them from the enemy, and it was not until 24 hours later that the wounded were brought into camp. Had the Germans been fighting a civilized power, leaving the wounded behind on the field would not have mattered much, as they would have been well treated had they fallen into the enemy's hands, but with the Hottentots it is altogether different, as they would have slaughtered unmercifully any German who fell into their hands.—Army and Navy Life.

To Make Washing Easy.

Take the clothes, soap them well and use a scrubbing brush on collars and wristbands and all soiled parts; it is not only easier, but the clothes will last much longer, and also for white skirts when the hem fills with dirt.

WAY TO IRON SHIRT

HINTS FOR WIFE WHO DOES HUSBAND'S LINEN.

Proper Precautions at the Beginning Will Save Time and the Garment Will Also Last a Great Deal Longer.

In order that a shirt may be successfully ironed it is necessary to starch and fold it properly.

As to the starch used there are two kinds, the raw and the boiled. The latter, as a rule, gives the more satisfaction, though not a few laundresses prefer the raw starch method for collars, cuffs and shirt bosoms.

The amateur, however, will do well to experiment first with the boiled liquid.

To make it mix together take two tablespoonfuls of dry starch and about half a teacupful of cold water until it is of the consistency of cream. Then add a little more than one-half pint of boiling water if the starch is needed for shirt bosoms or collars. More water is required if such articles as skirts or petticoats are to be starched.

Starch must be quite hot for collars and shirts, warm for the average white garments and almost cold for colored goods.

In order to prevent sticking to the iron, a little borax, a small bit of talow candle or a tiny lump of lard may be added when mixing.

In starching a shirt have it quite dry, then turn on the right side and gather the parts to be stiffened in the hand and dip in cold water, then put into the hot starch, rubbing it well into the shirt. Then clap the stiffened portions between the hands.

Remove with a rag any superfluous bits of starch and fold, taking care to keep all the starched parts together, otherwise the sleeves or body of the shirt may become too stiff.

The shirt is laid front uppermost, the cuffs are straightened and laid on the bosom part, then the collar is folded downward also on the front and the fronts are doubled one over the other. Fold the shirt again in front, turn up from the bottom for a few inches and roll tightly, beginning at the top.

Leave for a couple of hours, and meantime see that the irons are very hot and quite clean. Then lay the shirt on the table or bosom board and go over all the starched parts with a clean, white rag wrung out of cold water.

Next apply the hot iron, going backward and forward until the material is quite dry and shows a gloss.

There are polishing irons with square heel and straight edges that come for this purpose, although when experience is gained it is possible to finish a shirt with a gloss by using only the ordinary irons.

If blisters appear on the bosom, etc., press them out by ironing over a clean, damp rag placed directly on the spot.

In ironing cuffs and collars they should be laid on a table wrong side up and a hot iron passed over the surface. Then they must be turned and treated the same way on the other side. After this the pressure may be as firm and as hard as one pleases provided the iron is not too hot. The rest of the shirt is ironed as other rough dry garments would be.